

## **Historic, Archive Document**

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# MAYER'S

## VIGOROUS TRUE STRAIN STRAWBERRY PLANTS



True Photos. Roots 8 to 17 inches long.

1921 M. MAYER, JR. 1921

# MAYER'S PLANT NURSERY

BOHEMIAN NURSERYMAN

MERRILL, -:- MICHIGAN



Familiar Road and Railroad Sign on My Nursery

OFFICE OF THE INSPECTOR, EAST LANSING, MICH.,

October 22, 1920.

Mr. M. Mayer, Jr.,  
Merrill, Mich.

Dear Mr. Mayer:

You certainly have some fine plants this year and they are in the very best condition so far as insects and disease are concerned.

Regretting that I did not find you when I called, I am,

Yours very truly,

L. R. TAFT,

State Inspector of Nurseries.

The Mayer family was enjoying the County Fair when Mr. Taft called to inspect our plant crop; we also regret we did not meet Mr. Taft this year.

I have thousands of very interesting testimonies. You can have a bunch to read if you wish; they are free for asking, only you must return them.



**Baby Kieth Mayer Sure Means Business—Look Him Over**



**As Baby Ball Player Kieth Has Not His Equal**

### **MY FEW WORDS**

Dear Reader: A lot of things are happening these days. The world moves fast and it is not running as smoothly as many think it should. We all can smile and be happy when everything is going right. But we all know it takes a good man to always keep his head. Now it is up to those engaged in agriculture to prove their right to be called steady influence in America's productiveness. Are you numbered as one? Are you growing **MAYER'S** vigorous true strain strawberry plants. If not you are not getting this world's most human nature gift. Without a question I grow the most vigorous productive true strain strawberry plants in the **UNITED STATES**. Which always have been and always will be offered you in a few true words of explanation. I feel grateful to my customers as without this issue being mailed we are booking more orders and in earlier season this fall than in any one year in the history of my plant business. Last season all my stock was sold and booked much earlier than in past nine years, which shows you the strife with mind and soul of the **MAYER** family and my vigorous true strain stock. This year again I have grown a larger acreage of plants, wishing to be able to supply demand for my stock and to serve you. I sure have fine plants and all varieties have grown to full maturity with most possible vigor in every root. No better stock can be bought. My success as plant grower is putting most possible vigor in true nature plant. There is no form of words I can give you for truer explanation. Wishing you happiness and prosperity and again thanking you for past and future favors, I am always yours very truly,

**M. MAYER, Jr., Bohemian Nurseryman.**

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



**Force in Digging and Packing Season on My Nursery. No Children Allowed.**

### REFERENCE

We do here state that Mayer's Plant Nursery, of Merrill, Mich., is owned and operated by Michael Mayer, Jr., a man who has made a success in his undertaking, doing a very large and extensive strawberry plant business which he built up through his own personal efforts. His Nursery and himself personally is well known to us; he stands very high in this community both as a man of ability and honesty. We do believe anyone wishing to do business or friendly relation with him have placed their interest in good hands and will be ably cared for. STATE BANK OF MERRILL, Merrill, Mich., John Dufty, Cashier and Mgr. COMMERCIAL NATIONAL BANK, Saginaw, Mich. R. T. Maynard, Cashier and Vice President.

### PROPAGATING PLANTS

My stock grown my way reaches true nature with vigor growth which stands for productive power of my true strain strawberry plants and in all varieties you can rightly expect abundant crops of fruit. I give sworn statement how each acre receives a dressing according to my methods of especially prepared stable manure into which selected plants are planted from which are grown stock I am offering you. This paragraph should have your consideration and you readily decide in buying best strawberry plants that can be produced. I grow every strawberry plant I sell.

## **MAYER'S PLANT NURSERY, MERRILL, MICH.**



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

### **DIGGING AND PACKING**

Plants are all one season's growth. Always the entire rows are dug, then plants are sorted to No. 1 stock, trimmed, ready for planting, tied twenty-six in a bunch. Plants are packed in crates, baskets and parcels in properly dampened moss to reach all destinations in good growing condition. When more than one variety is ordered each variety is easily separated when received. Digging begins in March and usually continues to May 10th.

### **GUARANTEE**

I guarantee stock to be No. 1 and true to name. I guarantee stock delivered in No. 1 condition by express or parcel post. Express rates are cheaper on long distance than parcel post and a surer transit, I advise express. Mistakes, if any, I will gladly make right. Also any unsatisfaction I will gladly make right.

### **PREPARING SOIL AND PLANTING**

Rich and well drained soil is best. Then plow to a good depth; harrow thoroughly until soil is mellow and nicely level. Roll or float soil just before planting. Planting should be done in early season. Best results are from plants set 18 inches apart in the row and rows 3 feet 6 inches apart. Beds should be kept free from weeds at all times.

### **ORDERING**

Cash with order is always appreciated, but if you have not full amount send what you wish along with order and order will be booked just the same. All prices are F. O. B., Merrill, Mich. Be sure to use order sheet enclosed and do all your writing very plainly.

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

### **NORTHERN PLANTS**

Dormant plants are always best and can be planted from one to three weeks later in southern states with much better results than by planting southern plants which have a large growth of foliage and buds for blossoms.

The successful strawberry grower of the southern states buys northern Michigan plants. They have more vigor, will make a better growth, and will produce more and earlier berries.

### **REMITTANCE**

Make remittance payable to Mayer's Plant Nursery. Remittances can be sent by Postoffice Money Order, Bank Draft, Express Order, or personal check.

### **NUMBER OF PLANTS REQUIRED TO SET AN ACRE**

Plants 12 inches by 3 feet .....	14,520
Plants 18 inches by 3 feet .....	9,680
Plants 18 inches by 3 $\frac{3}{4}$ feet .....	8,297
Plants 24 inches by 3 $\frac{1}{2}$ feet .....	6,222
Plants 24 inches by 4 feet .....	5,445
Plants 30 inches by 3 $\frac{1}{2}$ feet .....	4,356

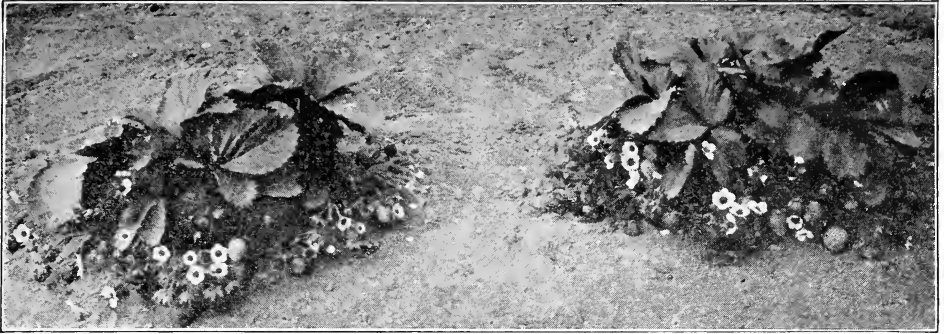
### **TRANSPORTATION**

The value of my true strain vigorous stock at reasonable price it is offered will greatly offset transportation charges on your order. My stock is shipped to about every state in the United States and to some foreign countries.

### **I HAVE NO AGENTS**

Through this my little business book is the only way my true strain vigorous stock is offered you. I have no agents. The photos shown in this issue are true scenes of my nursery and plants.





**Progressive Variety, Mayer's Vigorous True Strain**

### FALL BEARING VARIETIES

I truthfully say when favorable weather with plenty sunshine prevails during July, August, September and October, you make no mistake in growing my strain of fall bearing varieties. I assure you in Honeymoon and Kosato something new.

### FALL BEARING VARIETIES

**Progressive** (Per)—This variety does best on any soil that does not retain moisture too long. It is the only fall-bearing variety well tested that succeeds in many states. The plants are healthy and very productive. The berries are medium to large in size. The flavor varies very much, depending on soil they are grown on and the amount of sunshine when ripening. I can safely say that Progressive variety succeeds as a fall producer with more people than any other fall-bearing variety. **Price \$18.00 per 1,000.**

**Kosato** (Per)—Originated in Michigan and is distinctly new in the fall-bearing varieties. The plants and leaves are very large, productive, and endure much of our unfavorable conditions in fall-bearing varieties. The berries are very large and of good flavor, distant from other varieties and much better to the particular taste. I advise all my customers to try a few plants. **Price—12 Plants \$1.00; 25 Plants \$1.75; 100 Plants \$5.00.**

**Honeymoon** (Per)—Near brother to Kosato; also originated in Michigan. Honeymoon is just about equal in all respects to Kosato, but plants and fruit are not so large. The fruit that each individual plant will produce is enormous. The fruit is good size, quite round in shape, deep red in color and very firm. A much promising variety and you should try it. **Price—12 Plants \$1.00; 25 Plants \$1.75; 100 Plants \$5.00.**

### SPRING VARIETIES

**Dr. Burrill** (Per)—A new variety and the biggest cropper of all strawberries. I have fruited it in a small way only and have decided Dr. Burrill will be a very profitable variety. Plants are long rooted, quite large crowns and healthy foliage. Berries are very dark red in color all through and best quality for canning and market. Demand for Dr. Burrill plants will exceed the supply I have grown. I advise placing your order early. **Price—\$5.75 per 1,000.**

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



**Dr. Burrill Variety**  
**Mayer's Vigorous True Strain**



**Senator Dunlap Variety**  
**Mayer's Vigorous True Strain**



**Straw Mulch on Strawberries. Plants are Protected While Dormant.**  
**A Scene on My Nursery.**

**Senator Dunlap (Per)**—I sell more plants of Senator Dunlap variety than any other five leading varieties which makes it a sure proof that Senator Dunlap is the most popular variety now grown in our strawberry world. Senator Dunlap variety has made more dollars for its growers throughout United States than any other variety ever introduced. I make this strong statement, but every word is true. I frankly say today it is the most profitable variety for you to buy. Senator Dunlap responds nobly to any kind of culture and any kind of soil. Senator Dunlap is a very heavy bearer of large sized evenly shaped fruit and of a very beautiful dark red color and the flavor is delicious. Growers of Senator Dunlap get berries that are astonishing in wonderful appearance; berries that they are not ashamed of; berries that sell themselves and always at the highest market price. Plants are very vigorous growers and my true nature strain have roots from six to eleven inches long. Without question demand for Senator Dunlap plants again will be above my estimate, so if you want my strain try and book your order early. **Price—\$5.00 per 1,000.**

## MAYER'S PLANT NURSERY, MERRILL, MICH.



Large Field of Plants on My Nursery. Mayer's Vigorous True Strain

**Michels Early (Per)**—This grand old variety has proved to be the most profitable and valuable variety of extra early strawberry. Many of my customers who grow Michels Early variety for early berries in many states report my strain as the best possible early variety grown. I believe it is naturally adapted to light or less feed soils and it seems to do well on the same soil from year to year. Berries are light red through and through, and I heard old people say the flavor of Michels Early filled the want as wild strawberries of their childhood days. My strain is productive and deserving largely planted. **Price—\$3.75 per 1,000.**

**August Luther (Per)**—This and Michels Early are very similar. The plants are rampant growers. The berries are medium in size but the flavor is mild and especially attractive to most tastes. Ripens an immense crop in a short time, real early and is exceedingly profitable. **Price \$5.00 per 1,000.**

**Gibson (Per)**—A sure wonderful strawberry and a good profitable variety. I make this strong statement, but it is true. Owing to its wonderful productiveness it continues fruiting medium early to very late. Gibson is a very strong grower. My strain with roots from eight to twelve inches long and the quantities of fruit it produces is unbelievable. Berries are large, beautiful dark red which adds greatly to its beauty and market value. Flavor is good as can be found in any strawberry. Really the Gibson berries sell themselves on all markets. Demand for Gibson plants is greater each season, and if you wish my strain in this wonderful variety you must place your order early. **Price \$5.50 per 1,000.**

**Pocomoke (Per)**—Good variety. Profitable for its enormous productiveness, for its beauty also. Plants are strong, robust growers, very vigorous and adaptable to all soils. Berries are large, very red, firm and good flavor. I assure you satisfaction in Pocomoke variety. If you have not already grown Pocomoke, try it. **Price—\$5.50 per 1,000.**

**Big Valley (Per)**—A new variety, very productive. Fruit is large, dark red and good shipper. **Price—\$7.00 per 1,000.**

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



My Way of Spreading Manure on My Nursery

**Howard No. 17 (Per)**—In plant growth they are faultless. The blossoms are large and have plenty of pollen. It is among the earliest of the mid-season varieties to ripen. Color is rich red with a fine gloss. There is no berry that I have ever seen that is more beautiful or of finer quality. The only fancy berry that is a 'business berry'. The Howard No. 17 has all good qualities with heavy production. In size it is among the largest grown, averaging larger than Gandy. The Howard has outclassed many varieties. **Price—\$8.50 per 1,000.**

**Warfield (Imp)**—A berry very similar to Dunlap in every respect, except that it is pistillate. The plants are great runners and the berries are deep dark red, very firm and adapted for canning and shipping. As a rule, the plants are not quite as large as the Dunlap and I do not believe the berries average as large, but the Warfield is generally conceded to be the most productive strawberry in existence, having proven so under severe test. **Price—\$5.00 per 1,000.**

**Corsican (Per)**—A productive variety. The berries are very large and have a very beautiful red shading on the side next to the sun. It will not displease anyone. **Price—\$5.00 per 1,000.**

**Gandy (Per)**—A standard late variety. Plants are vigorous and productive, do well on low wet soil as well as on high and dry soil. Berries are dark red and very large, ripening very late. Flavor is good but unlike most varieties. **Price—\$6.00 per 1,000.**

**Glen Mary (Per)**—This variety is very popular with growers who are after quantity and quality. It is enormously productive of large irregular shaped berries. Berries are very firm and good shipper. It does best when planted in dry gravelly or sand soils. My vigorous true nature strain of Glen Mary variety will put dollars in your pocket. **Price \$5.50 per 1,000.**

**Joe Johnson (Per)**—Plants are extremely large and productive. Also make about right rows for fruiting. Berries are very large, attractive and sell for highest prices. A valuable variety. **Price—\$5.50 per 1,000.**

**Stevens Late Champions (Per)**—A variety largely grown in all states. The plants are very vigorous and do well in most soils. Berries may be left on vines without picking for many days; fruit is large, good color and very firm. They stand longer shipments than most varieties. Add true nature's vigor, my strain, you make no mistake in planting Stevens Late Champion. **Price—\$5.00 per 1,000.**

**Aroma (Per)**—Berries very large, late, and produced in great abundance. A very popular variety with growers and consumers. Plants grown my way in northern Michigan produce enormous crops of fruit in southern and western states. **Price—\$6.25 per 1,000.**



**Kellogg Premier Variety**  
**Mayer's Vigorous True Strain**



**Howard No. 17**  
**Mayer's Vigorous True Strain**

**Parson's Beauty (Per)**—One that may be depended upon to produce a large crop of fruit every season. The plants are splendid growers on any soil, and without a sign of any disease. The fruit is large, conical, uniform shape, dark red. Largely planted by commercial growers on account of its vigor and productiveness. My strain leads. **Price—\$5.00 per 1,000.**

**Brandywine (Per)**—It is a great favorite with many growers. The fruit is deep dark red, very large and attractive; a good shipper and market variety. **Price—\$7.00 per 1,000.**

**Helen Davis (Per)**—The berry is sweet and is a fine berry for canning. It is a heavy cropper, and will yield perfect berries, and is a strong pollenizer for imperfect varieties. It will go through hard frosts and bear a good crop of fruit. **Price—\$5.25 per 1,000.**

**Lovett (Per)**—This is a standard variety and is a good dependable berry in all soils and seasons. A good producer of large, evenly shaped berries that are firm; medium to large size. **Price—\$5.00 per 1,000.**

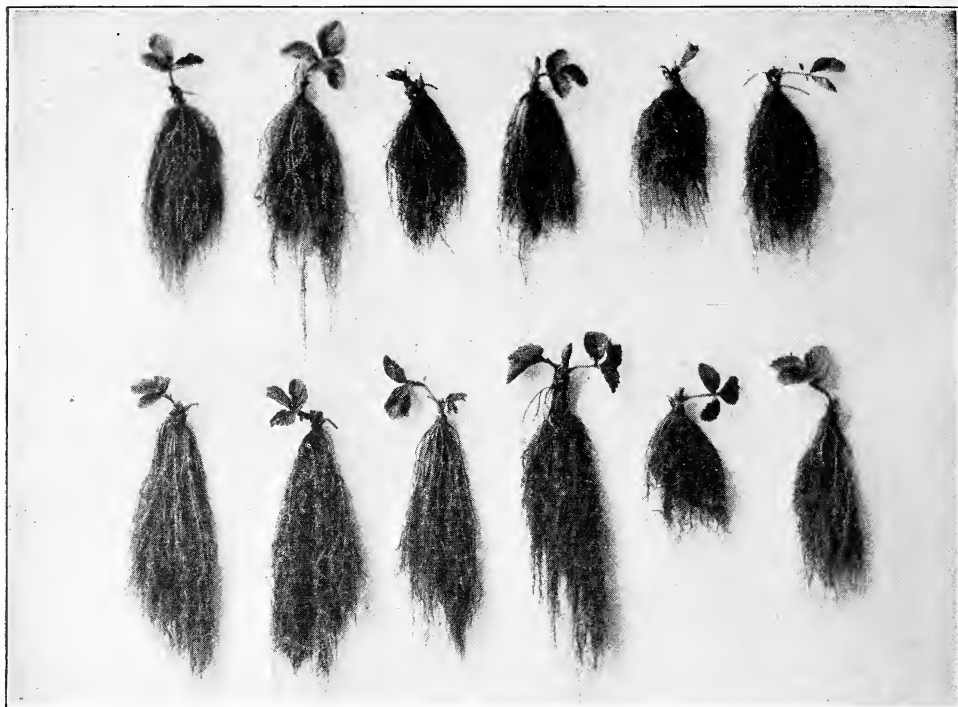
**Charles I (Per)**—New, extra early berry with me. Charles I is a good early variety. Produces abundance of large berries of good quality. **Price—\$5.25 per 1,000.**

**Kellogg's Premier (Per)**—I have fruited this variety, finding it very productive. Berries are large in size and delicious in flavor. **Price \$6.00 per 1,000.**

**Sample (Imp)**—A very profitable variety, but must be properly pollinated with Stevens Late Champion or Brandywine varieties. The berries are very large and regular in shape; a most splendid marketable variety. **Price—\$9.00 per 1,000.**

**Pride of Michigan (Per)**—Plants large, with an abundance of foliage. **Price—\$7.00 per 1,000.**

## MAYER'S PLANTS PRODUCE AND MAKE MONEY



### Mayer's Vigorous True Strain

Top, left to right—Progressive, (Premier,) Big Valley, Dr. Burrill, Joe Johnson, Charles I.

Bottom, left to right—Senator Dunlap, Parson's Beauty, Warfield, Gibson, Sample, S. L. Champion. Length of above plant roots—Shortest  $7\frac{1}{2}$  inches; longest  $16\frac{3}{4}$  inches.

## 1920 Sworn Statement

I hereby certify that I have fertilized by my method with especially prepared stable manure every acre planted to strawberries for nursery purposes in the spring of 1920.

MAYER'S PLANT NURSERY,

M. Mayer, Jr., Proprietor.

STATE OF MICHIGAN, County of Saginaw—ss.

Subscribed and sworn to before me a Notary Public, this 30th day of November, 1920.

JOHN R. DUFTY,

Notary Public in and for Saginaw County, Mich.

My commission expires March 4th, 1923.

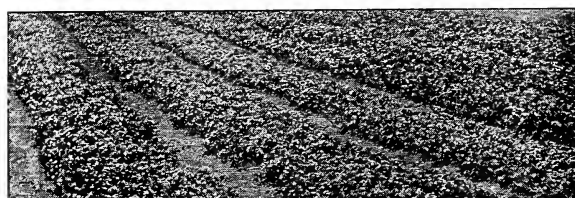
**MAYER'S PLANT NURSERY, MERRILL, MICH.**



**Gibson Variety  
Mayer's Vigorous True Strain.**



**Piles of manure after treatment, ready for top dressing, just before planting. By my method hundreds of loads each year are prepared and from 8 to 14 loads are used per acre.**



**Warfield Variety in Beautiful White Sheet of Blossom. Mayer's Vigorous True Strain.**



**Group of Planters on My Nursery.**



**Dunlap Variety in Beautiful White Sheet of Blossom. Mayer's Vigorous True Strain.**

## Price List of Strawberry Plants

Varieties marked (Imp) are pistillate and must be planted near some perfect blooming varieties. Varieties marked (Per) are perfect and can be planted by themselves. Prices are f. o. b. Merrill, Michigan. I advise that plants be shipped by express. By mail, add 20 cents per 100 plants.

	Per 100	Per 500	Per 1,000
<b>EARLY VARIETIES</b>			
Dr. Burrill (Per) .....	\$1.00	\$2.88	\$5.75
Kellogg's Premier (Per) .....	1.00	3.00	6.00
Charles I (Per) .....	1.00	2.63	5.25
Helen Davis (Per) .....	1.00	2.63	5.25
August Luther (Per) .....	1.00	2.50	5.00
Michel Early (Per) .....	.75	2.00	3.75
Warfield (Imp) .....	1.00	2.50	5.00
<b>MID-SEASON VARIETIES</b>			
Big Valley (Per) .....	1.00	3.50	7.00
Joe Johnson (Per) .....	1.00	2.75	5.50
Gibson (Per) .....	1.00	2.75	5.50
Pocomoke (Per) .....	1.00	2.75	5.50
Senator Dunlap (Per) .....	1.00	2.50	5.00
Glen Mary (Per) .....	1.00	2.75	5.50
Lovett (Per) .....	1.00	2.50	5.00
Parson's Beauty (Per) .....	1.00	2.50	5.00
Corsican (Per) .....	1.00	2.50	5.00
Howard No. 17 (Per) .....	1.00	4.25	8.50
<b>LATE VARIETIES</b>			
Gandy (Per) .....	1.00	3.00	6.00
Aroma (Per) .....	1.00	3.13	6.25
Stevens Late Champions (Per) .....	1.00	2.50	5.00
Brandywine (Per) .....	1.00	3.50	7.00
Pride of Michigan (Per) .....	1.00	3.50	7.00
Sample (Imp) .....	1.00	4.50	9.00
<b>FALL-BEARING VARIETIES</b>			
Progressive (Per) .....	2.25	9.00	18.00
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Kosato (Per) .....12 plants \$1.00	25 plants \$1.75	100 plants \$5.00	
Honeymoon (Per) .....12 plants \$1.00	25 plants \$1.75	100 plants \$5.00	

Should you wish 6,000 or more plants you may write for special price, but always state varieties wanted in first letter. Do not write for special price unless your order is for 6,000 plants or more.

No less than \$1.00 order accepted of any one variety. Again I have grown millions of plants. PLANTS the nearest possible true to nature and most vigorous productive fruiting power plants offered in the United States, I will be pleased to receive your order and remember I am at your service with assurance of your satisfaction always. My statements are true. My stock enjoys unquestioned acknowledgement by my customers and is the stock you should buy.

Yours very truly,  
M. MAYER, Jr., Bohemian Nurseryman.



MAYER'S PLANT NURSERY, MERRILL, MICH.

# ORDER SHEET

Please oblige me and use this sheet when you send me your order.

**MAYER'S PLANT NURSERY, Merrill, Michigan.**

Name .....	Amount Inclosed	
Postoffice .....	P. O. Order	\$.....
County .....	Express Order	\$.....
State .....	Check - - - -	\$.....
Express Office .....	Cash - - - -	\$.....
Freight Station .....	Total - - - -	\$.....

**Forward order about** .....

Do not write your letter on this sheet.

[illegible]

## **MAYER'S PLANTS PRODUCE AND MAKE MONEY**

I hereby certify that every picture in this my little business book are photos taken from true scenes of my nursery at Merrill, Michigan.

**MAYER'S PLANT NURSERY.**

Signed, Michael Mayer, Jr., Proprietor.

State of Michigan, County of Saginaw—ss.

Subscribed and sworn to before me a Notary Public, this 30th day of November, 1920.

**JOHN R. HALL,**

Notary Public in and for Crawford Co. Acting in Saginaw Co.

My commission expires March 8th, 1924.



**Large Field of Plants on My Nursery. Mayer's Vigorous True Strain.**

### **FRIENDLINESS**

If you have acquaintances or friends who you think might be interested in my little business book kindly write their names and addresses below. I will appreciate this favor.

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**THANK YOU.**